

HR Success

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The Mechanics of
Gender Communication

Get a
Compelling Return
on HR Investment

Solid Benchmarks
for Recruitment Strategy

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SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

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Dr. Audrey Nelson is an internationally recognized consultant, seminar leader, author and keynote speaker. Her book *You Don't Say: Navigating Nonverbal Communication Between the Sexes* has been published in six languages. A manager at US Sprint described her this way: "She walks the walk and talks the talk."



Sara Schwarz

Sara Schwartz is a freelance writer based in Parker, Colorado. Sara has published articles in *ColoradoBiz* and *HR Success*. Sara is a recent graduate of Colorado State University, where she earned a BA in English and worked as a writing consultant in the University's Writing Center.



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Communicating for Success



"Go out meet with your teams face-to-face. Pick up the phone and give someone a call. Get out in the field."

Imagine people talking in person!

Ruth Sherman in her book, "Get Them to See it Your Way, Right Away," claims both business executives and politicians have turned e-mail as a convenient way to communicate. She also makes the case for voicemail being the next best thing to face-to-face: "But don't overly depend on e-mail. Face-to-face communication is best; talking by phone is the next preferred way to communicate!"

She is right on about this preference for voicemail over email. If you consider only approximately 7% of the meaning of a message is through words with 38% communicated by vocal cues (pitch, tone, rate of speech, volume, sarcasm, pauses, etc) and 55% through body movement (gestures, facial expressions, posture, position, etc), then it least we are getting that 35% through vocal cues! We miss all the non-verbals in email! That is why people complain of the "cold" nature of email and have invented those cute little emotive icons and symbols, half of which I do not understand! Feelings and emotions are primarily communicated through our nonverbal communication. It adds another dimension to the message that simply cannot be captured by email.

In my seminar, *The Art of Conscious Communication: A Talent for a Technical Age*, I solicit my participants about why we have such a love affair with email and voicemail. The first response is always as a convenience and time saving device. I have to confess I love the idea of sending emails to clients in my pajamas. But a word of warning, I am now observing my clients using email as a conflict management tool. What we cannot say face-to-face we can easily say in the removed form of an email. This is dangerous territory.

So remember, make time for face time! And if you can't, pick up the phone and leave a voice mail!

The Evil Twins: Email and Voicemail

Make Time for Face Time!

By Audrey Nelson

I have a confession to make. With the advent of technology such as voicemail and email, I began to fear what I have studied, professed, consulted and earned three degrees in Communication for the last 30 years was going to go by the wayside like the horse and buggy was replaced by the automobile! How could we begin to diminish the importance of face-to-face communication? So fundamental to building relationships with our co-workers, clients and customers!

Jay Ellison, executive vice-president U.S. Cellular Corp based in Chicago, is one

of my heroes. He had the courage to ban email on Fridays:

"To make the best use of all associates' time, and to encourage associates to engage with one another on a more frequent basis, I am announcing a BAN on email every Friday to and from all sales and operation associates, effective immediately."

This memo went into effect August 2004. The company has more than 500 retail locations nationwide and 7,000 employees.

His email continues: